INDEX TO ARTICLES APPEARING IN

American Roofer & Siding Contractor January through December, 1952

SUBJECT	MONTH	PAGE	SUBJECT	MONTH	PAGE
ROOFING APPLICATION AND PRACTICE			Want to Sell The Farmer? Then Use		
1952: The Shingle Outlook A Roofing Expert's Wisdom: I. Asphalt	January	. 11	This Seasonal Calendar Photo Blow-Ups Make Business Getting	November	
Shingles & Roofs Promenade Tile Deck Application	January		NOW Is The Time To Sell The Small	November	
A Roofing Expert's Wisdom: II. Built-Up Roofs: Hot Application	January February		Town Home Owner Don't Merely Get Your Foot In The Door — Make Them Open It Wide!.	November	
First 100 Mechanized Built-Up Roof		10	Door — Make Them Open It Wide!.	December	. 14
A Roofing Expert's Wisdom, III. Built-	March	. 18	CONTRACTORS, U. S. A.: YOUR COMPETE	TORS TALK	
Up Roofs: Cold Application	March		Candid "Snaps" Make New Friends For Your Business	February .	1.3
Roof Maintenance Efficiency Essential Roofing Expert's Wisdom, IV. Built-Up			His Camera Records Damage—P.S. Roofer	March	
Roofs Flashings	April	20	Apprenticing Junior To Senior Salesmen		
tion Under Built-Up Roofs Assembly-Line Methods Resulted in Swift	May	14	Pays Off	April	
Completion of Built-Up Job	June	10	Ringing Bells Time After Time Pays Off	May	10
How to Apply Interlock Shingles Plastic Skylights Save Huge Glazing Bills	June July	. 14	For Contractor	June	20
Cold Cement Process Used On Big Roof	Total		Rooting Is DIFFERENT in Auckland, New Zealand	July	17
Job In West	July	14	New Zealand This Roofer Asks for Complaints	August	
What To Do About Buckled Asphalt	September		Siding Is This Firm's Bread-And-Butter "The Customer Knows EXACTLY What	September	19
Cold Weather Roof Leaks: Their Cause and Prevention			He's Getting, When This Firm	September	21
New Roads In Built-Up Roofing: 1-			"Know Your Liceuse Plates" Promotion Brings Huge Returns to Indiana	September	1
Vapor Barriers	December	. 12	Roofer	October	15
SIDING APPLICATION AND PRACTICE	Y		Rugged Dependability Of Contractor In Maine Brings Steady Business	November	21
1952: Insulating Siding Outlook Wider Use of Insulating Siding Can Cut			"Sell The Prospect What He Really Needs"	December	15
Annual Lumber Waste	April	17	EDITORIALS, REPORTS, REGULATIONS		
Sales	June	. 9			
Powered Handling Methods Speed Siding Deliveries	July	19	1952: The Contractor's Outlook: "Material Supply To Be Good"	February .	16
FHA Accepts Insulating Siding Over Fiber Or Gypsum On New Homes	November		Convention Program Location of Booths and Exhibitors	March	21
Plastic Siding Is Now On The Market	November	20	"Diversification" Keynotes 1952 NERSICA Convention	May	9
SELLING AND ADVERTISING			Pictures of Booths at NERSICA Conven-	Man	10.12
1952: The Shingle Outlook Advertising On A "Shoestring"	January	16	Construction Controls Greatly Eased	1978 -	.10-12
Sign Em For Fall Relairs Now	March	23	NERSICA Slates Far & Middle Western Conventions For '52-'53	July	
Apprenticing Junior To Senior Salesman	April	13	Correct Cooling Convention	A 11071167	23
Pays Off What Makes Salesmen Tick	April	18	First NERSICA Western Show, 'Frisco, Oct. 27-29		21
101 Ways to Cold Canvass For Hot Prospects, I, That First Five Minutes	May	13	Conference Opens New Era For West., FHA Official Predicts Profitable Future	December	10
"Consider The Customer's Viewpoint" Is Key to Sales Overlap Shingle Types Gain In Siding	May	16	For Home Repair. Expanded Built-Up Roof Forum To In-	December	11
Sales	June	9	clude Insulation, NERSICA	December	11
101 Ways To Cold Canvass, Keep the		21	MANAGEMENT		
Right Mental Attitude 101 Ways to Cold Canvass, III Sin cerity Pays—And So Does Flattery	July		ABC's On Price Control For The Roofer	17.1	
Roofing Experts Say Repair Boom On It	5		Examples of Pricing Under CPR 93	February	12
"Gimmick" Tie-In With Local Ads Draw	5		& Siding Contractor Examples of Pricing Under CPR 93 AR & SC Survey Shows Healthy Diversification By Contractors	February	14
Roofing Business Bad Weather Can Mean Good Business I	August		On Built-Un Roofing	February	
You Take Advantage of It	6		Sprentice Mechanics Needed, I	March	17
Asbestos Siding "Fire-resistance" Line Sells Rooting Thi	September	28	For Convention Apprentice Mechanics Needed (Cont.)	March April	20
Month Color! It Has Caught Hold and Is Selling	. October	. 13	Law Favors Roofers When Customer Re-		
Roofs	. October	18	fuses To Pay on "Faulty" Johs Apprentice Mechanics Needed (Conclu-	Me.	10
Turn A Small Job Into A Big One By Suggesting Conversions and Exten	- October	20	Industry Must Police Itself Or It May	May	
sions			Lose Title I Rights	July	1.3

INDEX TO ARTICLES APPEARING IN

American Roofer & Siding Contractor January through December, 1952

SUBJECT	MONTH	PAGE	SUBJECT	MONTH	PAGE
ROOFING APPLICATION AND PRACTICE			Want to Sell The Farmer? Then Use		
1952: The Shingle Outlook A Roofing Expert's Wisdom: I. Asphalt	January	. 11	This Seasonal Calendar Photo Blow-Ups Make Business Getting	November	
Shingles & Roofs Promenade Tile Deck Application	January		NOW Is The Time To Sell The Small	November	
A Roofing Expert's Wisdom: II. Built-Up Roofs: Hot Application	January February		Town Home Owner Don't Merely Get Your Foot In The Door — Make Them Open It Wide!.	November	
First 100 Mechanized Built-Up Roof		10	Door — Make Them Open It Wide!.	December	. 14
A Roofing Expert's Wisdom, III. Built-	March	. 18	CONTRACTORS, U. S. A.: YOUR COMPETE	TORS TALK	
Up Roofs: Cold Application	March		Candid "Snaps" Make New Friends For Your Business	February .	1.3
Roof Maintenance Efficiency Essential Roofing Expert's Wisdom, IV. Built-Up			His Camera Records Damage—P.S. Roofer	March	
Roofs Flashings	April	20	Apprenticing Junior To Senior Salesmen		
tion Under Built-Up Roofs Assembly-Line Methods Resulted in Swift	May	14	Pays Off	April	
Completion of Built-Up Job	June	10	Ringing Bells Time After Time Pays Off	May	10
How to Apply Interlock Shingles Plastic Skylights Save Huge Glazing Bills	June July	. 14	For Contractor	June	20
Cold Cement Process Used On Big Roof	Total		Rooting Is DIFFERENT in Auckland, New Zealand	July	17
Job In West	July	14	New Zealand This Roofer Asks for Complaints	August	
What To Do About Buckled Asphalt	September		Siding Is This Firm's Bread-And-Butter "The Customer Knows EXACTLY What	September	19
Cold Weather Roof Leaks: Their Cause and Prevention			He's Getting, When This Firm	September	21
New Roads In Built-Up Roofing: 1-			"Know Your Liceuse Plates" Promotion Brings Huge Returns to Indiana	September	1
Vapor Barriers	December	. 12	Roofer	October	15
SIDING APPLICATION AND PRACTICE	Y		Rugged Dependability Of Contractor In Maine Brings Steady Business	November	21
1952: Insulating Siding Outlook Wider Use of Insulating Siding Can Cut			"Sell The Prospect What He Really Needs"	December	15
Annual Lumber Waste	April	17	EDITORIALS, REPORTS, REGULATIONS		
Sales	June	. 9			
Powered Handling Methods Speed Siding Deliveries	July	19	1952: The Contractor's Outlook: "Material Supply To Be Good"	February .	16
FHA Accepts Insulating Siding Over Fiber Or Gypsum On New Homes	November		Convention Program Location of Booths and Exhibitors	March	21
Plastic Siding Is Now On The Market	November	20	"Diversification" Keynotes 1952 NERSICA Convention	May	9
SELLING AND ADVERTISING			Pictures of Booths at NERSICA Conven-	Man	10.12
1952: The Shingle Outlook Advertising On A "Shoestring"	January	16	Construction Controls Greatly Eased	1978 -	.10-12
Sign Em For Fall Relairs Now	March	23	NERSICA Slates Far & Middle Western Conventions For '52-'53	July	
Apprenticing Junior To Senior Salesman	April	13	Correct Cooling Convention	A 11071167	23
Pays Off What Makes Salesmen Tick	April	18	First NERSICA Western Show, 'Frisco, Oct. 27-29		21
101 Ways to Cold Canvass For Hot Prospects, I, That First Five Minutes	May	13	Conference Opens New Era For West., FHA Official Predicts Profitable Future	December	10
"Consider The Customer's Viewpoint" Is Key to Sales Overlap Shingle Types Gain In Siding	May	16	For Home Repair. Expanded Built-Up Roof Forum To In-	December	11
Sales	June	9	clude Insulation, NERSICA	December	11
101 Ways To Cold Canvass, Keep the		21	MANAGEMENT		
Right Mental Attitude 101 Ways to Cold Canvass, III Sin cerity Pays—And So Does Flattery	July		ABC's On Price Control For The Roofer	17.1	
Roofing Experts Say Repair Boom On It	5		Examples of Pricing Under CPR 93	February	12
"Gimmick" Tie-In With Local Ads Draw	5		& Siding Contractor Examples of Pricing Under CPR 93 AR & SC Survey Shows Healthy Diversification By Contractors	February	14
Roofing Business Bad Weather Can Mean Good Business I	August		On Built-Un Roofing	February	
You Take Advantage of It	6		Sprentice Mechanics Needed, I	March	17
Asbestos Siding "Fire-resistance" Line Sells Rooting Thi	September	28	For Convention Apprentice Mechanics Needed (Cont.)	March April	20
Month Color! It Has Caught Hold and Is Selling	. October	. 13	Law Favors Roofers When Customer Re-		
Roofs	. October	18	fuses To Pay on "Faulty" Johs Apprentice Mechanics Needed (Conclu-	Me.	10
Turn A Small Job Into A Big One By Suggesting Conversions and Exten	- October	20	Industry Must Police Itself Or It May	May	
sions			Lose Title I Rights	July	1.3

Higher Standards Essential

(Continued from Page 9)

a bad impression in the public's mind. This very unfair competition is also forcing some of the otherwise good and reliable firms to sometimes use unscrupulous tactics, such as short-changing of materials and skimping on workmanship in order to survive in business. It is also constantly hindering reliable firms in trying to raise the standards of the industry, as, like all businesses, they must make a profit or go out of business.

Among the things I feel can be done to eliminate such unfair competition and raise the standards of our industry would be ordinances adopted through the building departments of the various municipalities. Such ordinances though, must have teeth in order to accomplish their purposes, so that violators would be prosecuted and fined. Some of the important provisions to be desired in such ordinances are as

follows:

1. A uniform Code covering quantities and types of minimum materials

for various roofs, with uniform and

standard methods of application.

2. The building department to re-



Presidents of various associations at the Georgia meeting gathered in convivial harmony: Left to right, Howard Carpenter, Florida; W. M. Jones, Sr., Georgia; Joe H. Piper, South Carolina.

quire the roofing firm to take out pernits for work on all types of new construction as well as reroofing. With permits issued only to licensed roofing contractors, who hold occupational licenses and are in good standing in that municipality.

3. To become a licensed roofing contractor, one should be required to take a rigid examination in the application of all types of roofing, as well as proper materials to be used; reading blue prints and estimating costs; answering various administrative questions on Social Security Taxes, Sales Taxes, Insurance, and so forth, also as to how and to whom such items are to be paid, and by all means be required to show financial responsibility, and that proper and adequate insurance coverage is carried, all these before issuance of a license.

4. It should be required that the building inspector be notified by the roofing contractor when taking out the permit, as to when the job will be commenced so that the building inspector can inspect the materials, and the application at various stages.

Such ordinances could create uniformity throughout the roofing industry and could be worked out by our State Associations and passed on to (Continued on Page 24)

ANNUAL INDEX (Continued)

SUBJECT	HTMON	PAGE	SUBJECT	MONTH	PAGE
Roofer Is Legally At Fault If Non-Employees Are Hurt On Scaffolding He Provides 6 Types of Insurance Every Contractor	July	. 16	WATERPROOFING AND INSULATION Plastic Skylights Save Huge Glazing B Cold Weather Roof Leaks: Their Ca and Prevention	nse	
Should Carry Free Lance Rooting Deals Hurt Industry & Homeowners If A Child Is Hurt By Your Tar Kettle	***		SAFETY Holding Galvanized Nails In Mouth (Lead to Lead Poisoning WHAT'S NEW		18
Or Truck WHO Must Pay Damages? Income Tax Fraud Charges Tough For Small Roofer to Fight: How To Avoid Them File In Colors Analyzes Rooting Pros-	October	. 19	Page Page Page January 22 May 17 February 21 June 19 March 30 July 21 April 25 August 18	September October November	30 26 24
pects Instantly Higher Standards Essential, Contractor Tells Roofers TOOLS AND EQUIPMENT TOOLS, Tips On Care, II Take Care of Your Tools! (Conclusion)	December	. 9	RINKS & SHORTCUTS Page Page	September October November	Page 1 35 41 1 33

If there is any particular article that you want to read in a back issue of AMERICAN ROOFER & SIDING CONTRACTOR, just fill out the coupon and it will be sent to vou immediately.

Back Issues 35c each.

Please send	i me the	following	back issues.	
lssues		*******		
Name				
Address				
City and St	tate			,
	N POO		DING CONTRACTOR	

425 4th Ave.

NEW YORK 16, N. Y.